

# Press Release

NOVEMBER 15, 2019

## First 'Renault City' opens in France

- **'Renault City', a concept store located in the heart of the Val d'Europe shopping centre, is open seven days a week.**
- **With this new showroom format, Renault is establishing itself as close as possible to the general public.**
- **Renault City offers visitors a chance to discover the brand's universe, complementary to their digital journey.**

**Boulogne-Billancourt, November 15th** – Groupe Renault, in partnership with the Sofibrie Group (Havard family), has inaugurated its first 'Renault City' concept store in the Val d'Europe shopping centre in Seine-et-Marne. With this new experimental but sustainable format, located in the heart of a major shopping area, Renault is establishing itself as close as possible to the places most frequented by their prospects.

Open 7 days a week, this 145 m2 space welcomes visitors from 10am to 9pm from Monday to Saturday and from 10am to 8pm on Sunday.

A site manager and five ambassadors take turns accompanying visitors in their discovery of the latest innovations from Renault through a physical and digital journey specifically designed for Renault City. The concept store is structured around several areas: an exhibition area for the two latest combustion and electrical or hybrid vehicles, and information corners, including a personalization and accessories area, equipped with a digital configurator.

Visitors can benefit from test-drives accompanied by an ambassador and order the vehicle of their choice on-site with the help of a commercial advisor.

Renault City will also be an opportunity to test new services. Ambassadors will be able to present offers of used vehicles on tablets and customers will have the possibility to order spare parts and accessories, which will be delivered to Renault City on the "Click and Collect" principle.

**Ivan Segal, Senior Vice President, market area France of Groupe Renault :**

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*The opening of Renault City in Val d'Europe is the result of an exemplary collaboration between Renault and the Sofibrie group led by Philippe Havard. It responds to the evolution of the car customer's journey by bringing together the digital and physical worlds allowing us to interact with our prospects at the earliest moment in their purchasing process.\**

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## Philippe Havard, Chief Executive Officer of the Sofibrie Group:

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*My employees and I are very proud to be the first Renault distributor to introduce this new concept. With Renault City, we will be closer to our customers and their needs, and will be able to better meet their expectations. This pioneering approach is the way to ensure that the Sofibrie group is already part of tomorrow's automotive distribution.*

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Renault will use the results of this first test to study the relevance of deploying this format in other shopping centres or places most frequented in France.

The opening of this Renault City is part of an overall strategy to deploy new Renault concept stores. In 2018, two Renault Electric Vehicle Experience Centers, dedicated to electric vehicles, opened in Stockholm and Berlin.



### For More Information:

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